



DEPARTMENT OF VETERANS AFFAIRS
Canandaigua VA Medical Center
400 Fort Hill Avenue, Canandaigua, NY 14424

NEWS RELEASE

FOR IMMEDIATE RELEASE

Date: March 13, 2009

Contact: Daniel Ryan, Public Affairs Officer
Phone: (585) 393-7209
Cell: (585) 455-6456
Fax: (585) 393-7111
E-mail: Daniel.Ryan@va.gov

CANANDAIGUA VA MEDICAL CENTER AND ROCHESTER VA OUTPATIENT CLINIC 2009 CHAMPIONS' CHALLENGE

The **Canandaigua VA Medical Center and Rochester VA Outpatient Clinic** along with Veterans Canteen Service and the VA National Center for Health Promotion and Disease Prevention (HealthierUS Veterans Initiative and MOVE!) are partnering to promote physical activity. The 2009 Champions' Challenge is designed to increase awareness of the **2008 Physical Activity Guidelines for Americans** recently released by the US Department of Health and Human Services. The new Guidelines are evidence-based and recommend that adults perform at least 150 minutes of moderate- intensity aerobic activity each week to achieve long term health benefits.

The goal of the 2009 Champions' Challenge is for participants to complete 150 minutes of moderate-intensity physical activity per week for at least 8 of 12 weeks between **March 29, 2009 and June 20, 2009**. Veterans Canteen Service (VCS) will provide prizes for participants at time of enrollment and at completion of 3 weeks and 8 weeks. The Champions' Challenge is designed primarily for Veterans and VA employees; however anyone is eligible to participate. All participants who complete the challenge will be eligible for entry into a national prize drawing sponsored by VCS. Last year the Champions Challenge was very successful with over 35,000 participants and a completion rate greater than eight percent. VCS awarded over \$140,000.00 in prizes. Participants may register on-line only at <http://www.move.va.gov/challenge.asp> (no paper based registration will be available). The 2008 Physical Activity Guidelines for Americans web site is located at <http://www.health.gov/paguidelines/guidelines/default.aspx#toc>.

For more information, please contact Debbie Brahm, Canandaigua VA Medical Center Wellness Committee Coordinator at 585-393-7552 or Dan Ryan, Canandaigua VA Medical Center Public Affairs Officer at 585-393-7209. The Canandaigua VA Medical Center is located at 400 Fort Hill Avenue, Canandaigua, NY.

###